

More weights, more options. Linotype introduces Trade Gothic Next.

From 1948 through 1963, Jackson Burke was the Director of Typographic Development at Mergenthaler Linotype Co. in the USA. Linotype released the original weights of the Trade Gothic typeface in 1948. Over the next 12 years, Burke continued to expand the family, designing additional weights and styles.

There is a genre of sans serif typefaces often referred to as the “American Gothics,” in large part because they all have the word “Gothic” in their names. In this case, “Gothic” does not refer to the Middle Ages or to blackletter, but is just another way of denoting sans serif typefaces. The first 20th century master of the American Gothic style is Morris Fuller Benton, who designed typefaces like Lightline Gothic, News Gothic, and Franklin Gothic. Jackson Burke and Trade Gothic follow nobly in these footsteps.

Since its initial release, Trade Gothic has been a stable part of American graphic design work, and has been used internationally as well. For a time, it was even seen a competitor to Helvetica. Today Trade Gothic is often seen in advertising and multimedia in combination with serif text fonts, and the condensed versions are popular in the newspaper industry for headlines. For all its success, Trade Gothic does not display as a coherent unifying structure across all members of its family, although this dissonance does add a bit of earthy naturalism to its appeal.

Akira Kobayashi has been Linotype's Type Director since 2001. In many ways, he could be seen as a distant successor to Burke. Linotype's Trade Gothic Next is Kobayashi's revision of Trade Gothic. He refined many of the typeface's details, such as the terminals, stroke endings, the spacing, and the kerning.

Additional elements that make Trade Gothic Next stand apart from the original Trade Gothic are the newly added compressed widths and heavier weights. The typeface's Regular weight has been beefed up to make it appear stronger and more robust in text-seized setting.

Trade Gothic is a staple of the advertising and newspaper industries, and now Trade Gothic Next brings more features and better quality for today's astute typographers. Trade Gothic Next is part of Linotype's Platinum Collection.

Trade Gothic

Trade Gothic Next

Light G G

Light G G

Regular G G

Regular G G

Bold No.2 G G

Bold G G

Heavy G G

Cond No.18 G G

Cond G G

Cond No.20 G G

Bold Cond G G

Heavy Cond G G

Comparison of letterforms and weights. Italics have better design than the Obliques.

Regular /
Bold No.2

SaySayaeae

The S in Regular is falling backwards,
the y looks slightly too heavy

The y in Bold is too heavy

Inconsistent design in Condensed weights

LONTONFanFon

Very few kerningpairs. No kerning between L-O. T-O, F-a, F-o

Regular / Bold

SaySayaeae

LONTONFanFon

-10

-30

-70

-60

Better-designed symbols, consistent design elements, carefully optimised kerning.

Trade Gothic

Light Trade Gothic & *Oblique*

Regular Trade Gothic & *Oblique*

Bold No.2 **Trade Gothic & *Oblique***

Bold **Trade Gothic & *Oblique***

Condensed No.18 Trade Gothic Condensed & *Oblique*

Condensed No.20 **Trade Gothic Condensed & *Oblique***

Extended Trade Gothic Ex

Bold Extended **Trade Gothic BEx**

The old Trade Gothic Family: The Bold and the Condensed No. 20 versions look out of place, because the the round letters such as G O e o are too squarish and very narrow. The Bold No. 2 is more harmonious, but No. 2 is No. 2, not the default. Trade Gothic Regular is too thin for text setting. The family lacks a Heavy weight and true Italics.

Trade Gothic Next

Light Trade Gothic & *Italic*

Regular Trade Gothic & *Italic*

Bold **Trade Gothic & *Italic***

Heavy **Trade Gothic & *Italic***

Regular Trade Gothic Condensed & *Italic*

Bold **Trade Gothic Condensed & *Italic***

Heavy **Trade Gothic Condensed & *Italic***

Regular Trade Gothic Compressed

Heavy **Trade Gothic Compressed**

Much better: The Trade Gothic Next family has real Heavy weights, true Italics, and all new Compressed variants. The Regular weight now has an adequate robustness for text setting.